

# Chevrolet Equinox Fuel Cell Electric Vehicle and Project Driveway



**EQUINOX FUEL CELL** 



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***Fuel Cell Activities- Western Region***



# Project Driveway Program Overview



EQUINOX FUEL CELL

Equinox Fuel Cell is a fully-functional, distinctively-styled, 4-passenger crossover, with all the safety features of the 5-star production Equinox

- 100+ Equinox Fuel Cell Vehicles fielded globally
  - California (LA, Sacramento), Greater New York City metro area, Washington D.C.
  - Global deployments began Oct 2008 for Germany, China, Korea, Japan
- Deployment began in Sept. 2007 & runs through end of 2011
- U.S. deployment includes five target driver groups
  - Media, Public Policy, Celebrities/Influentials, B2B and mainstream driver
  - 3 to 30-month deployments, depending on driver group
- Comprehensive feedback on all elements of customer experience

## Performance

- Fuel economy almost twice production Equinox
  - 40-50 miles per kilogram (or about 40-50 mpg); 160-200 mile range
- Top speed 100 mph, 0-60 mph in about “9.2 seconds” (Motor Trend)

## Zero emissions

# Hydrogen Infrastructure

- Comprehensive Program extends from vehicles to fueling to facilities
  - Holistic integration of Project Driveway with stakeholders allows for data transfer  
Result: Technology/market benefits when experienced is shared—City Officials, FR's, Industry, etc.
- Continuous effort to provide infrastructure support for vehicles
  - GM is managing the installation and operation of multiple fueling (700bar) systems
  - Constant balance of existing fuel supply, GM deployment, & additional OEM demand
  - With limited stations, the importance of each station rises
- Station access and accessibility barriers remain a concern
  - Select operators will not provide access/provide impracticable liability terms
  - In most cases, market/retail-like execution is missing (*but transitioning*)
    - Select stations: Require personal protective equipment, call-ahead/9-5 hours, training events

**“Real-world” effect on participants/drivers communicated to GM**  
**Example: After a station operator transitioned from supervised fills to 24/7 access, the amount of fueling (miles driven) nearly doubled each week.**

# Thank You.

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**Clean Energy LAX**



***Shawn Murphy (Environmental Media Association) ,  
'Coolfuel' TV Producer / Host, wrote the following:***

***Thank you for providing the GM Equinox Fuel Cell vehicle for me to test. I have driven hundreds of vehicles all over the world, have used more fuels than most people would have even heard of, from vegetable oil to biodiesel, hemp oil, geothermal power -- even food scraps and donuts as fuel. I drove 16,000 miles around the USA without using any gas in all types of vehicles --- bus, truck, boat, plane, car. As a constant traveler and also a parent, the GM Equinox Fuel Cell is the first family vehicle that has cracked the code for me. I see it not as a car of the future, but a car for now. For function, no petroleum, speed, comfort and the opportunity to produce a vehicle with zero emissions derived from renewable sources, it's the best I have driven. Well done, it's a great ride and perfect for the family of the coming decade.***

